



PROPOSAL TO PROVIDE

Joint Mequon-Thiensville Bike & Pedestrian
Way Commission Master Plan

Prepared for:

City of Mequon & Village of Thiensville
April 10, 2024



- in partnership with -



Dear Mr. McCraw,

As the City of Mequon and Village of Thiensville continue to grow and evolve, you recognize the need to update the area's Bicycle and Pedestrian Way Commission Master Plan. A coordinated planning effort will help your area plan and create a City- and Village-wide master plan for infrastructure serving the needs of all residents. The MSA-Toole Team has experience with similar projects showing that we can manage our resources, formulate innovative yet practical solutions, and maintain consistent communication throughout the project.

We understand that updating these plans presents unique challenges, and we will collaborate with both communities to make sure that the resulting plans suit the City of Mequon's and Village of Thiensville's needs. MSA will lead the development of these plans for your community, assisted by Toole Design, through a planning process that:

- **Completes** a thorough inventory of public and private bicycle and pedestrian infrastructure.
- **Identifies** existing and projects future needs of pedestrian and bicycle users in the communities.
- **Engages** user groups effectively through an online survey, a public meeting, and joint Mequon-Thiensville Bike & Pedestrian Way Commission meetings.
- **Identifies, collects and evaluates** high-use travel corridors, volumetric data and route alternatives to cover a 20-year period.
- **Prepares and evaluates** both inadequacies and improvement strategies resulting in a prioritized list of capital projects.
- **Prepares** cost estimates and funding options, along with an impact fee evaluation for recommended actions.

The City of Mequon and Village of Thiensville will benefit from our team's advanced ability to deliver a planning process and plans that are relatable, useful and utilize graphics to portray the vision for your communities. As multidisciplinary design consultants, we work with boards, elected officials, commissions, planners, engineers, public works directors, staff and residents to help all stakeholders learn about, influence and implement plans for the betterment of the entire community. We see a great opportunity and synergy with the City of Mequon recently hiring MSA to assist the City in creating a Comprehensive Outdoor Recreation Plan (CORP). These two projects can utilize public engagement events and data/inventory to produce two comprehensive studies.

Our team is committed to the success of this project. Please contact me directly with any questions by phone at (608) 579-9909 or by email at esoderberg@msa-ps.com. We look forward to continuing this conversation with you.

Sincerely,
MSA Professional Services, Inc. | Planning + Design Studio



Emily Soderberg
Project Manager



Stephen Tremlett, AICP, CNU-A
Principal in Charge

Proposal to Provide:
JOINT BIKE &
PEDESTRIAN WAY
COMMISSION
MASTER PLAN

April 10, 2024

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WE BELIEVE:

In the power of collaborating with communities to develop projects that their residents and visitors can be proud of. We aim to better the world around us - one project at a time.

WE CAN:

Assist your community in developing a vision and implementing the improvements you're investing in.



MSA PROFESSIONAL SERVICES, INC.

12308 CORPORATE PARKWAY, SUITE 400, MEQUON, WI 53092

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TABLE OF CONTENTS

FIRM QUALIFICATIONS	An introduction to our team and qualifications	1
PROJECT TEAM & QUALIFICATIONS	Resumes for key personnel	6
PLAN APPROACH	Our plan to complete your project	14
REPRESENTATIVE PROJECTS	Past successful projects like yours that we've completed	22
PROJECT SCHEDULE	Key milestones to complete your project	31





FIRM QUALIFICATIONS

MSA PROFESSIONAL SERVICES, INC.

MSA Professional Services, Inc. (MSA) specializes in the sustainable development of communities. We achieve this by building honest, open relationships that go beyond the project to become a trusted source of expertise and support for immediate challenges and long-term goals. Big or small, we do whatever it takes to meet each need, working to make communities stronger in the process. **It's more than a project. It's a commitment.**

MSA's roots reach back to 1919. Our firm consists of over 400 engineers, architects, planners, funding experts, surveyors, GIS experts and environmental scientists. MSA excels at helping clients identify grant and funding sources and then delivering high-quality, cost-effective solutions.

PLANNING & LANDSCAPE ARCHITECTURE

MSA has specialists in all areas of community planning, urban design and economic development. Our award-winning planners and landscape architects work to understand the challenges our clients face and help them develop sustainable, implementable plans to provide guidance in overcoming those hurdles.

- Comprehensive Planning
- Neighborhood and Corridor Planning
- Park and Recreation Planning
- Downtown Revitalization
- Housing
- Economic Development
- Capital Improvement and Strategic Planning
- Public Administration
- Urban Design
- Transportation Planning

FUNDING

Our funding experts excel at coordinating grant and loan applications, and fulfilling the requirements of various agencies to help our clients turn project ideas to reality.

- Tax Increment Financing (TIF)
- Grant Writing
- Grant Administration
- Project Financing
- Stormwater Utility Studies and Creation

ENGINEERING

We know the key to strong communities is the happiness of their residents and the health of their economies. MSA focuses on working alongside public and private clients to achieve both these ends by designing and constructing projects that solve age-old problems and encourage new development.

- Street and Utility Design and Reconstruction
- Potable Water Supply, Treatment and Distribution
- Wastewater Collection and Treatment Systems
- Stormwater Management
- Park and Recreational Space Design
- Site and Land Development Civil Design
- Airport Planning and Design
- Agricultural Engineering
- Bridge Design and Construction
- Traffic Planning and Engineering
- Real Estate Acquisition

ARCHITECTURE

From intricate historical restorative projects to high-rise programming and design, our team aspires to design buildings that enrich the lives of our clients and enhance their futures.

- Architectural Design
- Mechanical, Electrical, Plumbing and Fire Protection Design
- Building Planning and Feasibility Studies
- Programming and Space Planning
- Site/Building Evaluation
- LEED® and Sustainable Design

SURVEYING & ASSET MANAGEMENT

MSA's surveyors have the resources and expertise to efficiently and accurately complete fieldwork and to provide high-quality survey documents.

- Land Surveys (Boundary Location or Establishment)
- Subdivision Surveys
- Topographical Surveys for Development Projects
- Redevelopment/Streetscape Surveys
- Infrastructure/Facility Design Surveys
- Utility Surveys
- Flood Elevation Surveys
- Construction Staking
- Control Surveys for Environmental Assessments
- ALTA/NSPS Land Title Surveys
- Mobile and Web-Based GIS Development

ENVIRONMENTAL SERVICES

MSA's environmental scientists and technicians help communities identify and clean up contamination. We understand regulatory requirements and have built critical relationships with regulatory agencies.

- Phase I and II Environmental Site Assessments
- Wetland Design, Delineation, Restoration and Permitting
- Brownfield Site Development
- Asbestos, Lead and Mold Inspection/Remediation
- Spill Investigation and Remediation
- Solid and Hazardous Waste Management
- Permitting and Planning
- NPDES Compliance, Adaptive Management Plans, and Nutrient Trading

FIRM'S SPECIFIC ABILITIES & EXPERTISE

MSA is a full-service firm capable of handling the technical and professional demands of a project. What sets MSA apart is the in-house availability of these technical professionals to assist, guide, or perform work on the small, yet important aspects of a project that can develop outside of the trail design elements.

TRAIL EXPERTISE

Shared-use trails are providing communities with transportation alternatives. More and more people are biking and walking, not just for recreation, but as a means of transportation. With this increased demand comes an increased need for bike and pedestrian infrastructure. MSA has extensive experience designing award-winning bike and pedestrian facilities for our clients. From rural recreational trails to urban commuter paths, MSA has the knowledge and expertise to layout the right path for the City of Mequon and Village of Thiensville.

MSA's history of combined project management expertise can be verified by the expanded listing of shared-use trail projects. This experience, paired with our passion for the work we do, will help transform your vision for the City of Mequon and Village of Thiensville into reality.

STRUCTURE EXPERIENCE

MSA's bridge designers have been following state and Federal Highway Administration (FHWA) design methods and procedures for more than 40 years, which translates to efficient and accurate design completion for our clients. We have a long-standing reputation of providing high-quality deliverables for municipalities, counties and state DOTs including bridge rehabilitation, replacement, railroad bridges and a wide variety of both rural and urban projects. We understand that these projects encompass much more than just structural engineering. They equally delve into traffic engineering, utility coordination, right-of-way plat preparation, roadway design, environmental analysis and public engagement efforts—as well as strict adherence to the policies and procedures set forth by state DOTs and the FHWA.

MUNICIPAL EXPERIENCE

MSA is home to a wide variety of skilled technical team members. In addition to our municipal, environmental, GIS and transportation engineers, our local offices house registered land surveyors, a deep bench of field technicians, dedicated funding staff, architects, landscape architects and planners. Your dedicated MSA client liaison will act as the conduit between your community and MSA's network of experts.

EXPERIENCE AND FAMILIARITY WITH WISDOT

MSA is currently on the WisDOT Roster of Eligible Engineering Consultants. MSA has worked on WisDOT projects for more than 40 years. We are an established leader in delivering projects following WisDOT design methodologies, ranging from local program bridge rehabilitations to large-scale roadway rehabilitation projects. We are actively involved with the WCHA and ACEC-Wisconsin Transportation Committee, helping to establish standards and focus on improvements to our transportation infrastructure across the state of Wisconsin. This leadership role helps to keep MSA at the forefront of new standards, requirements and innovations.

TRANSPORTATION ALTERNATIVES PROGRAM (TAP) EXPERIENCE

MSA is an established leader in delivering projects that are funded by the Transportation Alternatives Program (TAP) and is experienced in following WisDOT design methodologies. We have completed similar projects with similar project sites, schedules and environmental constraints.





PLANNING + DESIGN STUDIO

At MSA, we know that every project starts with a plan – a clear and consensus-driven vision for the future that can be realistically implemented. Our Planning + Design Studio is 18 strong consisting of:

- 8 American Institute of Certified Planners (AICP)
- 3 Professional Landscape Architects (PLA)
- 2 Landscape/Urban Designers
- 2 Housing Specialists
- 3 Economic Development Specialists

Members of our Studio regularly give presentations on various planning topics at state and national conferences. The professional planners that comprise the Studio have helped hundreds of communities and private organizations define their vision, obtain funding, and implement the improvements they seek. And, because our planners are part of a multi-disciplinary firm, they are able to engage our professional engineers and architects in the planning processes to aid our clients in developing sustainable, implementable plans.



CORE SERVICES

Below is a sample of the services that MSA's Planning + Design Studio can offer.

- Capital Improvement and Strategic Plans
- Comprehensive Plans
- Zoning: Ordinance Creation, Code Rewrites, Development Regulations and Zoning Administration
- Community Blight Studies
- Cooperative Boundary Agreements
- Economic Development: Market Analysis, Tax Increment Financing, Feasibility Studies
- Funding: Grant Writing, Grant Administration, Fundraising
- Housing Studies: Analysis of Impediments to Fair Housing, Market Analysis
- Impact Fee Studies
- Landscape Architecture
- Park and Recreation Planning: Park Master Plans, Comprehensive Outdoor Recreation Plans, ADA Studies
- Public Engagement
- Redevelopment Studies: Downtown, Neighborhood, Corridor, and Site Planning
- Transportation Planning: Bicycle + Pedestrian Plans, Safe Routes to Schools Plans, Access Management Studies
- Urban Design: Wayfinding, Streetscaping, and Design Standards

WHO WE ARE

Toole Design is the nation's leading planning, engineering, and landscape architecture firm specializing in multimodal transportation planning and design. As a firm, our mission is to **create livable communities where walking and bicycling are safe, convenient, and enjoyable for everyone**. We focus on developing cost-effective and implementable solutions that move people efficiently while also improving health, quality of life, and economic vitality.

Unique in the industry, we believe that the transportation system is the backbone of all infrastructure, and that the key to creating vibrant places lies in how well people can get around. Our keen understanding of context sensitivity, placemaking, and safety shines through in each of our projects. Starting from the earliest planning stages and working all the way through project completion, we consider all modes of transportation as well as environmental and health impacts to create functional and inviting public spaces for all.

We have a national reputation for bicycle and pedestrian planning, among a variety of other related subjects. Our staff have **assessed tens of thousands of miles of roadways to develop networks of bicycle- and pedestrian-friendly streets** throughout the United States, and we have extensive experience working with municipalities, community organizations, and other transportation planning and engineering clients.

Toole Design brings direct staff expertise to all aspects of bicycle and pedestrian infrastructure planning and design, from planning studies and Safe Routes to Schools to final reports and public outreach. We have extensive experience working on all scales, from corridors, neighborhoods, and trails to cities, regions, and states. Our staff have evaluated tens of thousands of miles of roadways to develop networks of streets that provide safer and more accessible options for bicyclists and pedestrians, and in planning, we aim to build momentum and capacity among city and elected officials, advocates, and the general public to ensure that projects and programs become realities.

Toole Design has **successfully managed nearly twenty planning and design projects funded through the Wisconsin Department of Transportation's (WisDOT) Transportation Alternatives Program (TAP)**. We are very familiar with WisDOT's requirements for these projects and adhere to the Sponsor's Guide to Non-Traditional Transportation Project Implementation for each project. In addition, Toole Design has completed numerous non-TAP WisDOT, WisDNR, and community bicycle and pedestrian projects.



LOCATIONS

Madison
122 W. Washington Ave., Suite 550
Madison, WI 53703
608-663-8082

Toole Design is committed to designing and building spaces where people can move freely and intuitively, enjoying the experience and becoming a part of the community instead of just moving through it. Our success is built on collaborative partnerships with our clients, and thinking that goes beyond conventional solutions. For 20 years, we've transformed the way people move, and helped communities thrive.







PROJECT TEAM & QUALIFICATIONS

ORGANIZATIONAL CHART

Our team is staffed to handle the needs of your projects. We are a group of experienced planners backed by more than 400 other technical specialists who are accustomed to working together on similar projects. Our familiarity with each other will enable us to meet your workload and timeline requirements. **We have chosen a team that reflects the needs for this project, including familiarity with similar-sized projects, and the expertise to explore all viable alternatives.**





EMILY SODERBERG

PROJECT MANAGER

Emily is an experienced park and recreation planner and has worked on numerous comprehensive outdoor recreation plans. Emily also has six years of experience throughout the sustainability sector, ranging from industrial compost management and rooftop farming to food systems research and solar energy system design. Emily is a graduate of the University of Michigan's Urban and Regional Planning Master's program where she concentrated in land use and environmental planning.

Education

M.S., Urban and Regional Planning, University of Michigan

B.S., Sustainable Built Environments, University of Arizona Honors College

Memberships

American Society of Adaptation Professionals (ASAP)

American Planning Association-WI

Selected Project Experience

- CORP/Bike-Ped Update, Waunakee & Westport, WI
- Winnebago County CORP + Master Plan 2023-2028, Oshkosh, WI
- Village CORP: Campbellsport WI; Deerfield, WI; Comprehensive Outdoor Recreation Plan, Fort Atkinson, WI
- CORP Update: Wisconsin Dells, WI; Belleville, WI; Beaver Dam, WI
- Memorial Park Master Plan and CORP Update, Hillsboro, WI
- Comp Plan Update and CORP, Dane, WI
- Park and Open Space Plan, Madison, WI
- Comprehensive Plan, La Crosse, WI
- Sustainability Plan Development & Design, Madison, WI
- Parks Planning, La Crescent, MN
- Comprehensive Plan Update, Osceola, WI



STEPHEN TREMLETT, AICP, CNU-A

PRINCIPAL IN CHARGE

With more than 16 years of consulting experience, Steve has taken on primary roles in downtown planning and design projects, commercial/residential development concept plans, bike/pedestrian plans, and the development of comprehensive plans and design standards. His architectural and planning background includes emphases in site planning, urban redevelopment, zoning administration and urban designs.

Education

M.S., Architecture & Urban Planning, University of Wisconsin-Milwaukee

B.S., Architecture, University of Wisconsin-Milwaukee

Certifications

American Institute of Certified Planners

Affiliations

Congress of New Urbanism – Accredited American Planning Association

Selected Project Experience

- Bicycle & Pedestrian System Plan, Mequon, WI
- Bike and Pedestrian Master Plan, Middleton, WI
- Blufflands Trails Plan, La Crescent, MN
- US 14 Wayfinding/Streetscaping Plan and Implementation, Cross Plains, WI
- Village-wide Wayfinding Signage Plan, Cleveland, WI
- Rivers to Ridges Outdoor Recreation Plan, Jo Daviess Conservation Foundation
- Bakken Park Master Plan, Cottage Grove, MN
- Main Street (US14) Streetscape Concept Plan



BRIAN WIEDENFELD

LEAD PLANNER

Brian helps municipal leaders develop strong communities. He has experience in many areas of the planning process, and his experience in academia has ranged from studying climate-resilient turfgrass solutions for public green spaces to helping develop tools that support farmers' markets in measuring and tracking their economic, social and ecological impacts. Prior to joining MSA, Brian most recently worked at the Wisconsin Department of Transportation as an urban and regional planner.

Education

M.S., Urban and Regional Planning, University of Wisconsin-Madison

B.S., Agricultural and Applied Economics, University of Wisconsin-Madison

Selected Project Experience

- Bike and Pedestrian Study, St. Francis, WI
- Transportation Master Plan, Somerset, WI
- Comprehensive Outdoor Recreation Plan, Fort Atkinson, WI
- CORP/Bike-Ped Update, Waunakee & Westport, WI
- Housing Study Update, Monticello, MN
- Comprehensive Plan: Dane, WI; Sharon, WI; Hortonville, WI; Cambridge, WI; Deerfield, WI
- 2023 Comp Plan Update, Somerset, WI
- East Side Neighborhood Economic Development and Land Use Plan, McFarland, WI
- North Main Street Redevelopment Plan, Fond du Lac, WI
- Riverfront Plan, Fond du Lac, WI
- Downtown Plan, Juneau, WI
- Blight Evaluation Studies, Madison, WI



LUCAS GEIGER, PLA, ASLA

LANDSCAPE ARCHITECT

Lucas is heavily involved in MSA's park and recreation projects and streetscaping plans. Luke's resume includes site inventory and analysis, concept development and master planning, landscape planting plans, site design and engineering, and construction documentation preparation. His technical skills help bring park master plans to life and help communities present these life-like drawings to the community to gather important public input.

Education

B.S., Landscape Architecture
University of Wisconsin-Madison

Certifications

Professional Landscape Architect, WI

American Society of Landscape Architects (ASLA)

Selected Project Experience

- Crawford Park Master Plan, Caledonia, WI
- Vilas Park Master Plan, Madison, WI
- Great Sauk Trail Feasibility Study, Sauk County, WI
- Waukau Dam Master Plan, Winnebago County, WI
- Gramercy Park Master Plan, East Dubuque, IA
- Waterfront Master Plan and Town Core Walkability Study, Dillon, CO
- Mandt Park Master Plan, Stoughton, WI
- Gramercy Park Master Plan, East Dubuque, IL
- Swan Park Master Plan, Beaver Dam, WI
- Alonzo Park Master Plan and Downtown Plan, Hortonville, WI
- Barron Streetscape Enhancements, Barron, WI
- Fireman's Park, Verona, WI



KEVIN LUECKE
SENIOR PLANNER



Kevin is a multimodal transportation planner with 15 years of experience and a background in active transportation policy and planning. He has authored numerous bicycle and pedestrian plans for communities as small as a few thousand residents to communities with over a half million residents. Kevin's work with rural and urban communities has made him adept at analyzing and developing bicycle and pedestrian networks that are appropriate for the needs of specific communities. Kevin has a broad multimodal policy background and has worked at the state and local levels to implement legislation and policies that improve bicycling and walking conditions and safety. Kevin is the Director of Toole Design's Madison office and is working on bicycle and pedestrian plans across the Midwest.

Education

M.P.A. and M.S., Urban and Regional Planning, Certificate in Transportation Management and Policy, University of Wisconsin -Madison

B.A., History and Political Science, Northwestern University

Selected Project Experience

- Milwaukee Pedestrian Plan, Milwaukee, WI
- Superior Active Transportation Plan
- Superior, WI
- Wisconsin DOT Active Transportation Plan, Wisconsin
- Wauwatosa Bicycle and Pedestrian Facilities Plan, Wauwatosa, WI



SARA SCHOOLEY
SENIOR PLANNER



Sara is a Senior Planner who focuses on bicycle and pedestrian master planning, public outreach, and engaging communities of color and those with disabilities. At Toole Design, Sara specializes in developing public engagement strategies, transportation safety campaigns, Safe Routes to School efforts, and pedestrian design guides.

Education

Bachelor of Science and Engineering, Michigan Technological University

Master of Community and Regional Planning, University of Oregon

Selected Project Experience

- Milwaukee Comprehensive Crash Analysis, Milwaukee, WI
- City of Portland Pedestrian Design Guide, Portland, OR
- Northwest Side Trail Connectivity Plan, Milwaukee County, WI
- East Central Wisconsin RPC Equitable Engagement Toolkit, Neenah, WI
- Ames Walk Bike Roll Bicycle and Pedestrian Plan, Ames, IA
- East Central Wisconsin RPC Active Transportation Technical Assistance Program, Neenah, WI



TOOLE
DESIGN

SARAH DAVIS

PLANNER

Education

B.A., Urban Planning
and Design, University of
Missouri

Sarah is a planner with two years of experience in a variety of planning roles, from community development to policy. She prioritizes a human-centered approach to all of her work and focuses on both the analytical aspects of planning and the creativity in urban design. Bringing her diverse skillset to every project, Sarah is most interested in creating accessible communities that are not only beautiful, but also fun.

Selected Project Experience

Kansas Department of Transportation Active Transportation Plan

Sarah is working to support creating final deliverables for KDOT, including the Active Transportation Plan, the Planning Toolkit for Small and Midsize communities as well as the Active Tourism Toolkit. The plan strives to create a transportation network that is accessible by human-powered means such as walking, biking, and scooting.

Additional projects:

- Topeka Metropolitan Transportation Plan, Topeka, KS
- Pleasant Hill Comprehensive Plan, Pleasant Hill, MO
- Smithville Transportation Master Plan - Complete Streets Guidelines, Smithville, MO
- Connect Elkhart County, Elkhart County, IN
- Waverly Bicycle and Pedestrian Trail Plan, Waverly, IA







PLAN APPROACH





PROJECT UNDERSTANDING

The City of Mequon and the Village of Thiensville envision a shared community “in which walking and biking are as safe, available, and attractive as an other means of transportation.” The Bike & Pedestrian Way Commission 2010-2030 Recommendations have advanced efforts toward this vision, but a full update is now desired. The Joint Mequon-Thiensville Bike & Pedestrian Way Commission Master Plan will utilize the latest bicycle and pedestrian planning practices and national design guidance, while also harmonizing with past planning efforts from the City of Mequon and Village of Thiensville. Guided by a set of goals and strategies, the plan will identify infrastructure gaps, policy and program recommendations, priority projects, funding mechanisms, and an implementation plan that will collectively improve safety and connectivity for pedestrians, bicyclists, and other users within the City and Village.

PROJECT APPROACH

We have organized the desired tasks described in the RFP into our typical phases for this type of project.

PHASE 1: MEETINGS AND PROJECT COORDINATION

The purpose of this phase is to guide and coordinate the work. We will begin by establishing a mutual understanding of the project goals, creating a framework for collaborative project management, organizing appropriate data sets, and ensuring the scope, schedule, and budget are successfully managed from start to finish.

This phase addresses RFP task 3.

Project Kick-off

The project team will attend the July 11, 2024, kick-off meeting with the Joint Mequon-Thiensville Bike & Pedestrian Way Commission to review and confirm the project’s scope of work, schedule, objectives, and team roles for the master plan. During this meeting, we will clarify each community’s project management and administrative expectations for the project. Additionally, we anticipate discussing available background information and data that will be important to review and synthesize

for project success. Following the kick-off meeting, the project team will revise and finalize the project scope and schedule and develop a data request memorandum. If possible, we would also like to meet with municipal staff prior to the Commission meeting.

Commission Meetings

We anticipate four meetings with the Joint Mequon-Thiensville Bike & Pedestrian Way Commission:

- Meeting 1 - Kick-off (described above)
- Meeting 2 – Existing conditions review and survey review
- Meeting 3 – Bike/Ped Counts, Route and Wayfinding Signage Recommendations
- Meeting 4 – Review implementation recommendations, recommend plan for adoption

Community Involvement

Per the RFP, we conduct a community survey during issue identification and system documentation, and a public meeting during the draft plan review stage of the project. We will also look for opportunities to utilize the CORP process to cross-promote activities and garner feedback where practical.

If there is interest in additional public engagement opportunities, the project team has had success in garnering feedback through some non-traditional methods, including “pop-up” booth and interactive online community input map.

Pop-Up Booth Event

Our team would “pop-up” a booth/table at a planned community event and welcome attendees to share their feedback on the City and Village’s bicycle and pedestrian network through fun, family-friendly activities. This is also a great opportunity to promote the online survey. We have found that many individuals and families who may be too busy to attend a traditional evening meetings can participate in the planning process by visiting with us at a pop-up booth. We would work with City and Village

staff to determine which community event(s) to attend and the engagement activities. Staff and Commission members would be encouraged to attend the event(s) alongside MSA and Toole staff.

Community Input Mapping

To garner spacial feedback, we will provide a shareable link focused on a map of Mequon/Thiensville that can be used by the public to identify issues, concerns and opportunities by street, intersection, park, etc.. The app is simple: 1) pick a topic and identify it as an issue or opportunity; 2) select a location either on the map or using a mobile device's GPS; 3) shoot a picture if you'd like; and 4) leave your thoughts for the plan. The application allows anyone, at anytime and anywhere convenient for them, to contribute to an Issues and Opportunities Map using a computer or mobile device.

Ongoing Project Management

The project team will conduct monthly project management calls (phone or video conference calls) to provide project updates, review ongoing work, and collaborate on upcoming tasks and deliverables.



Community Input Booth, Waverly

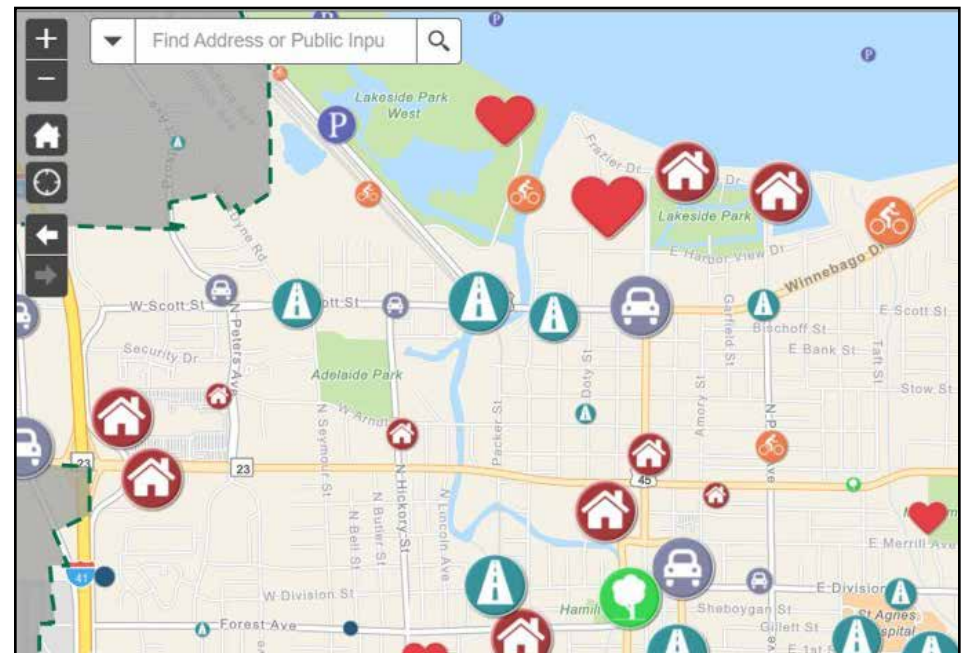
PHASE 2: EXISTING CONDITIONS REVIEW

The purpose of Phase 2 will be to a) Review and analyze past planning work related to bicycle and pedestrian planning and b) Evaluate and map existing walking and bicycling conditions throughout the City and Village. This phase will rely upon the data provided by the City and additional research conducted by the consultant team.

This phase addresses RFP tasks 1 and 2.

Review Plans and Policies

As part of this phase, we will review existing plans, ordinances, and policies that impact the existing and planned walking and bicycling network in the City of Mequon and Village of Thiensville. We will consult with City staff to determine the appropriate list of plans and ordinances to be reviewed, including relevant plans and policies of the State of Wisconsin, City of Mequon and Village of Thiensville and surrounding communities. The project team has significant experience reviewing and analyzing local regulations and making recommendations to update such regulations to better align with national best practices and achieve the transportation and land development goals of our clients. Our approach is to review all relevant regulations and identify specific elements that should be updated or removed in order to best meet the overall goals and objectives of the plan. We bring our vast experience working on multimodal plans across the country to these types of efforts.



Community Input Map, Fond du Lac Comp Plan

Existing Bicycle and Pedestrian Network

Our team will gather all bicycle and pedestrian network GIS data from the City and Village and other government agencies and create a comprehensive map of existing and planned facilities for biking and walking. Where existing data is incomplete, new data will be developed using aerial imagery. Available pedestrian and bicycle crash data from the last five years will be reviewed and mapped. The existing conditions map will be used to help the project team understand the current state of the walking and bicycling network in the communities and will also be used as a base map for online and in-person community engagement activities.

Existing Bicycle and Pedestrian Signage

The initial review of existing conditions will also include a full inventory of the types of bicycle and pedestrian signage used within the study area. We will complete this task through a mix of desktop and in-person site visit review to document signage. A full list of signage types will be generated to share with the City and Village. This will inform the recommendations for bicycle and pedestrian signage within the masterplan. For an optional add-on to the contract, we could develop an online GIS database of the existing signs and their locations. This data not only informs decisions regarding bicycle and pedestrian infrastructure but can also be used by other City and Village staff.

PHASE 3: IDENTIFY GAPS, BARRIERS, AND DESTINATIONS

This phase will build off of the existing conditions review in Phase 2 by assessing existing walking and biking networks, identifying gaps, opportunities, and constraints, and identifying key destinations where residents or visitors would like to bike or walk. This phase will draw heavily on community member, staff, and community input gathered from the online survey as well as our team members' field observations and map analysis. Phase 3 will also include a review of any bicycle and pedestrian counts available from the communities for key locations and bike/pedestrian crash data from the City and Village.

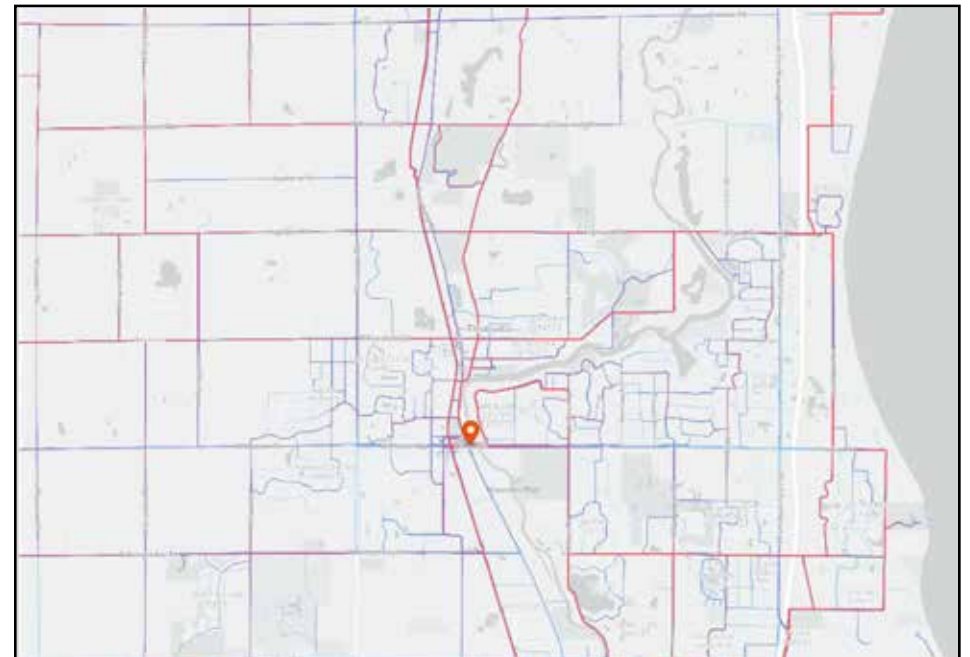
This phase addresses RFP tasks 4A and 4B, and 6.

Bicycle and Pedestrian Volume Counts

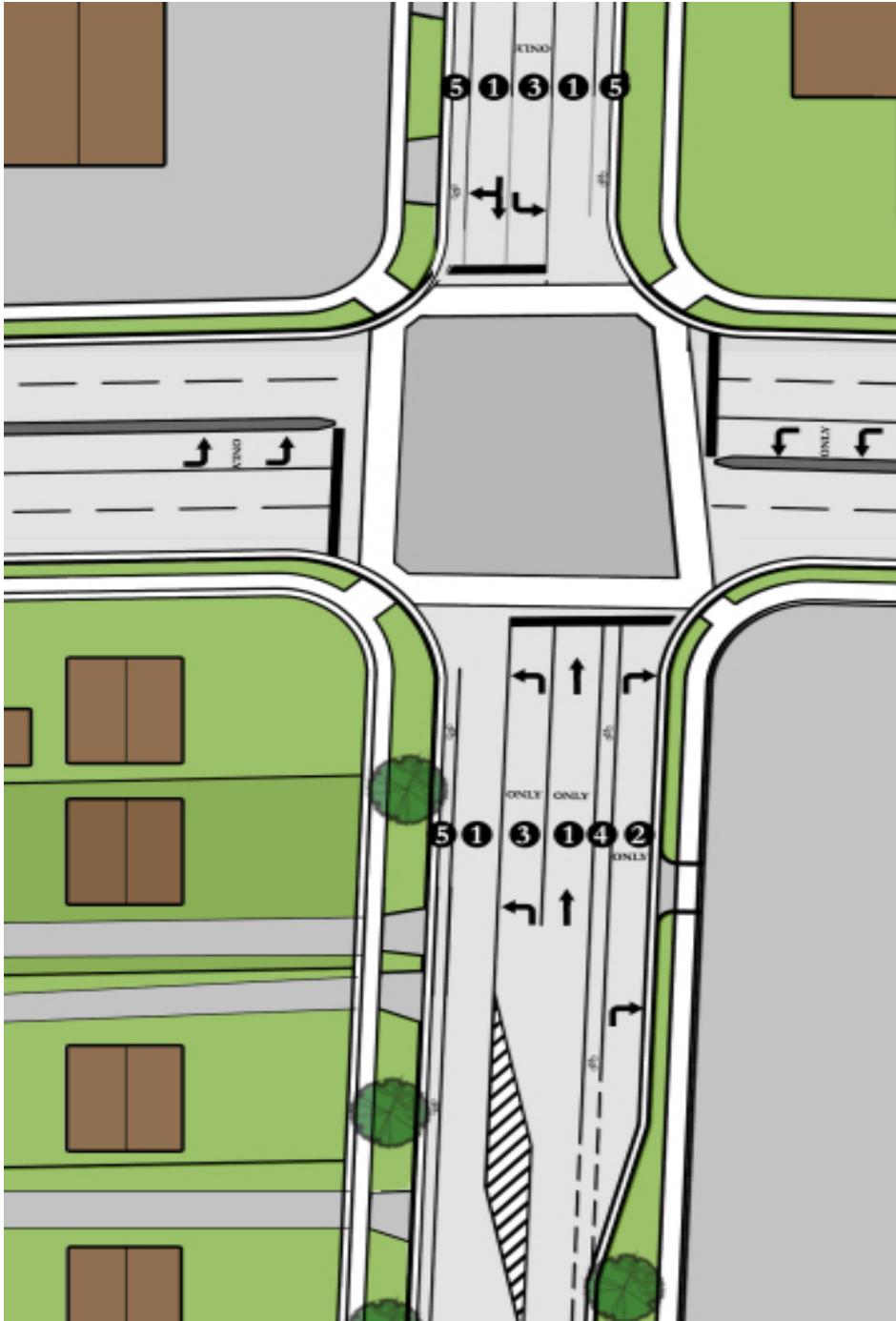
Pedestrian and bicyclist counts are of greatest value when they are conducted on a continuous basis using automated equipment, or are repeated annually under similar conditions to document changes in use. One-off counts are of little value in assessing the usefulness of multimodal facilities, particularly if those facilities are not part of a well-

connected, low-stress network. Additionally, counts may show very low walking and bicycling use, even in very high-demand areas, if there are not comfortable pedestrian or bicycle facilities present.

For this study, we recommend examining pedestrian and bicycle usage trends from big-data providers such as Replica and Strava to gain a sense of where people are currently walking and bicycling. If necessary, our team can conduct in-person pedestrian and bicycle counts, but this is not recommended as a cost-effective means of determining existing or potential multimodal facility use.



*A heat map of bicycle use in Mequon and Thiensville.
Darker red lines indicate heavier use.*



PHASE 4: PROJECT, POLICY, PROGRAM, AND SAFETY RECOMMENDATIONS

One of the most significant outcomes of the Joint Mequon-Thiensville Bike & Pedestrian Way Commission Master Plan is to identify and prioritize projects, programs, and policies that will help create a safer, more connected network for walking and bicycling.

This phase addresses RFP tasks 5, 6 and 7.

Network and Facility Recommendations

The project team will use the technical analysis and community, staff and stakeholder input gathered in preceding tasks to propose an updated connected, low-stress walking and bicycling network. This will include identifying projects such as new City and regional trail connections, sidewalk infill, and roadway designs that will accommodate all users. Each identified project will be prioritized for implementation in Phase 5.

Using the inventory of existing bicycle and pedestrian signage, we will make recommendations for additional signage or pavement markings within the greater multi-modal transportation network. Recommendations will include signage type, location, and design considerations per MUTCD standards and best practices.

Policy and Program Recommendations

The project team has crafted policies and support programs that guide and foster the development of walking and bicycling infrastructure and increased active transportation trips in cities throughout Wisconsin, including other university cities and towns. We will partner with City staff and the Commission to discuss what policies, programs or communications efforts would be most realistic for the City and Village to implement and what would address specific community needs.

Our team will develop actionable steps for policy and program implementation and clearly identify how each recommendation supports the plan's vision and goals — and how they are right-sized to the City's and Village's staffing and financial resources.

Safety Recommendations

All of the network, policy, and program recommendations will be focused on providing safe and comfortable walking and bicycling facilities.

PHASE 5: IMPLEMENTATION AND FUNDING

One of the most important components of the Bike and Pedestrian Way Commission Master Plan is developing an implementation plan that identifies funding programs and mechanisms.

This phase addresses RFP tasks 8 and 9.

The project implementation plan will include a ranked list of high-priority projects, planning-level cost estimates, and project phasing and timelines that provide the City of Mequon and Village of Thiensville and its partners a blueprint for future bicycle and pedestrian projects and program investment. An impact fee evaluation will be conducted to calculate a sensible impact fee structure if determined appropriate. The implementation plan will prioritize planned bicycle and pedestrian projects based on short-, medium-, and long-range timelines. It will be important to use criteria for project prioritization that reflect some of the broader goals of the project – which may include categories such as safety, connectivity, and equity.

The implementation plan will identify funding mechanisms to help the City and Village build new infrastructure, upgrade existing facilities, and perform ongoing maintenance tasks that will help extend the life of the City's and Village's infrastructure investments. The implementation plan will also set a capital improvement schedule for plan implementation and identify alternative funding sources for bicycle and pedestrian projects and programs from county, state, and federal sources.

PHASE 6: DRAFT AND FINAL PLAN

The Bike and Pedestrian Way Commission Master Plan will compile the findings from technical and outreach tasks into a concise, public-facing document that summarizes the work from all phases and tasks, including recommendations for the bicycle and pedestrian networks, support programs, funding opportunities, and an implementation strategy. The plan will guide the City of Mequon and Village of Thiensville in improving bicycling and walking conditions throughout the region. We will release the draft plan for presentation and comment and then will compile responses and update the draft based on input received from the Joint Mequon-Thiensville Bike & Pedestrian Way Commission.

Deliverables

- Draft of the Bike and Pedestrian Way Commission Master Plan (PDF) that compiles and presents information and analysis from all previous phases and tasks
- GIS data
- Six hard copies







REPRESENTATIVE PROJECTS



SAFE STREETS AND ROADS FOR ALL (SS4A) PARK FALLS, WI

REFERENCE CONTACT

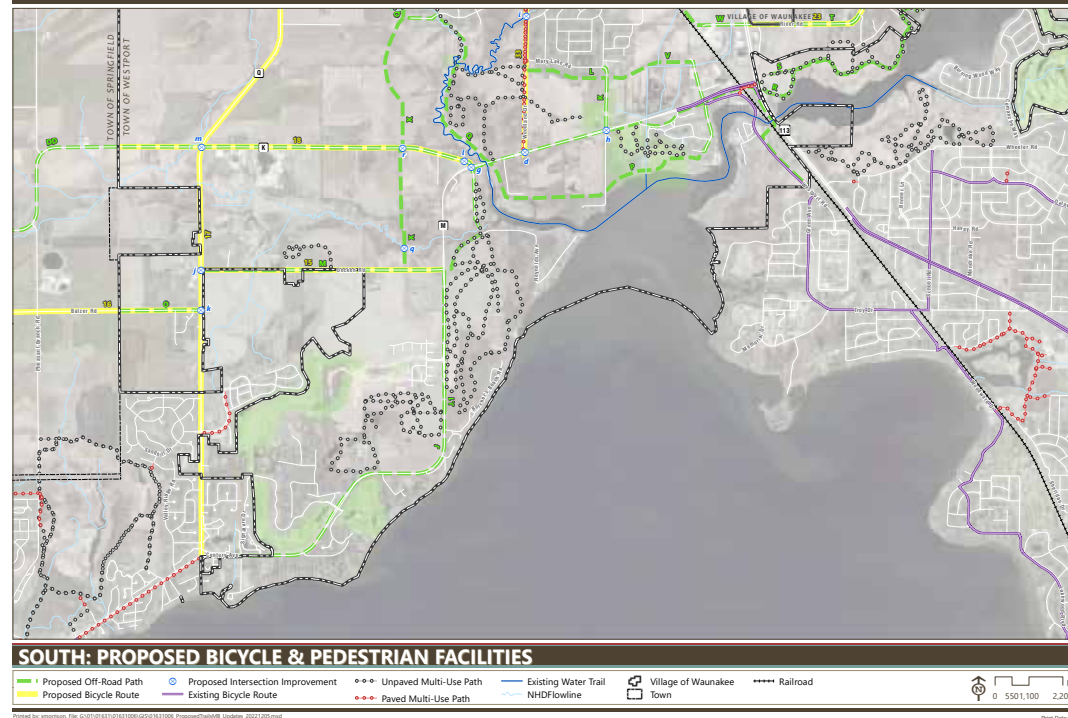
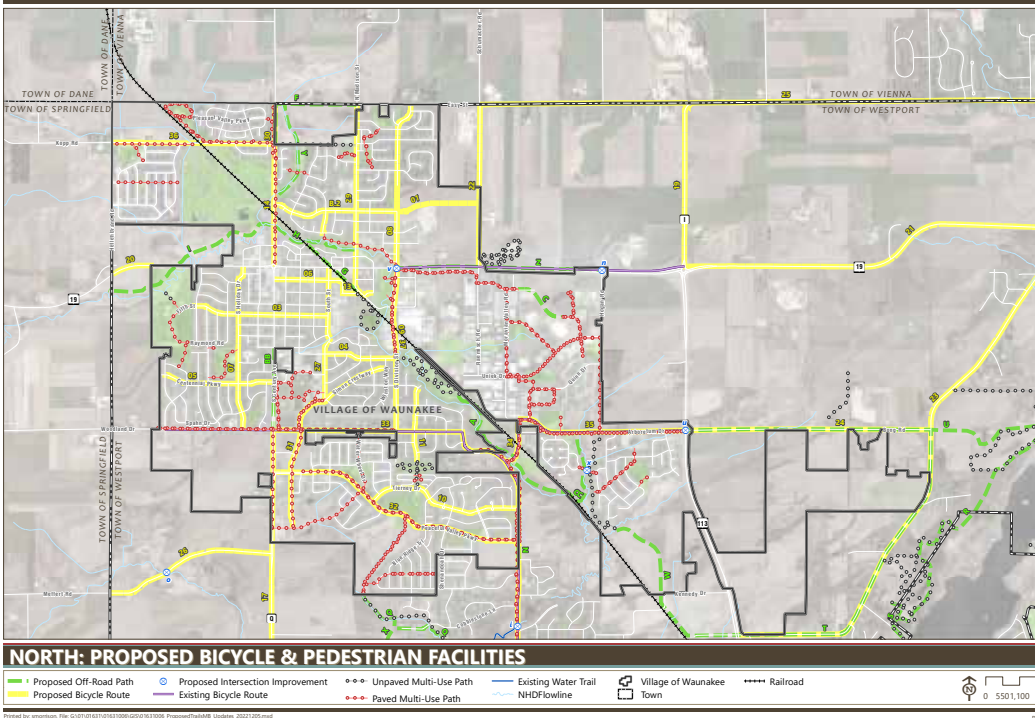
Brentt Michalek
City Administrator

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The City of Park Falls recognized the need to address safety concerns for various modes of transportation within the City including pedestrians, vehicles, and bicyclists. The City partnered with MSA Professional Services, Inc. (MSA) to explore a multidisciplinary team of MSA consultants to work with the City in developing an action plan through the Safe Streets and Roads for All (SS4A) grant program. SS4A is a discretionary program through the Bipartisan Infrastructure Law (BIL) that funds regional, local, and Tribal initiatives to prevent roadway deaths and serious injury.

MSA's team consisted of engineers, planners, and GIS specialists who collaborated in research and design strategies to develop a comprehensive action plan that will help the City eradicate traffic fatalities and serious injuries. The team worked in tandem with the City to review existing plans and policies, conduct local studies including traffic counts and infrastructure assessments, and engage community members through a customized interactive mapping tool, community survey, and resident interviews. The results of these efforts were analyzed to determine topical and geographical priorities for improving safety conditions with recommended strategies for mitigation. These recommendations were summarized in the final SS4A report. Successful execution of the project will result in applicable materials for a secondary SS4A grant intended for implementation of the recommended mitigation strategies. The project has been reviewed by the City of Park Falls and is scheduled for adoption April 2024.





JOINT BICYCLE, PEDESTRIAN AND OUTDOOR RECREATION PLAN

WAUNAKEE AND WESTPORT, WI

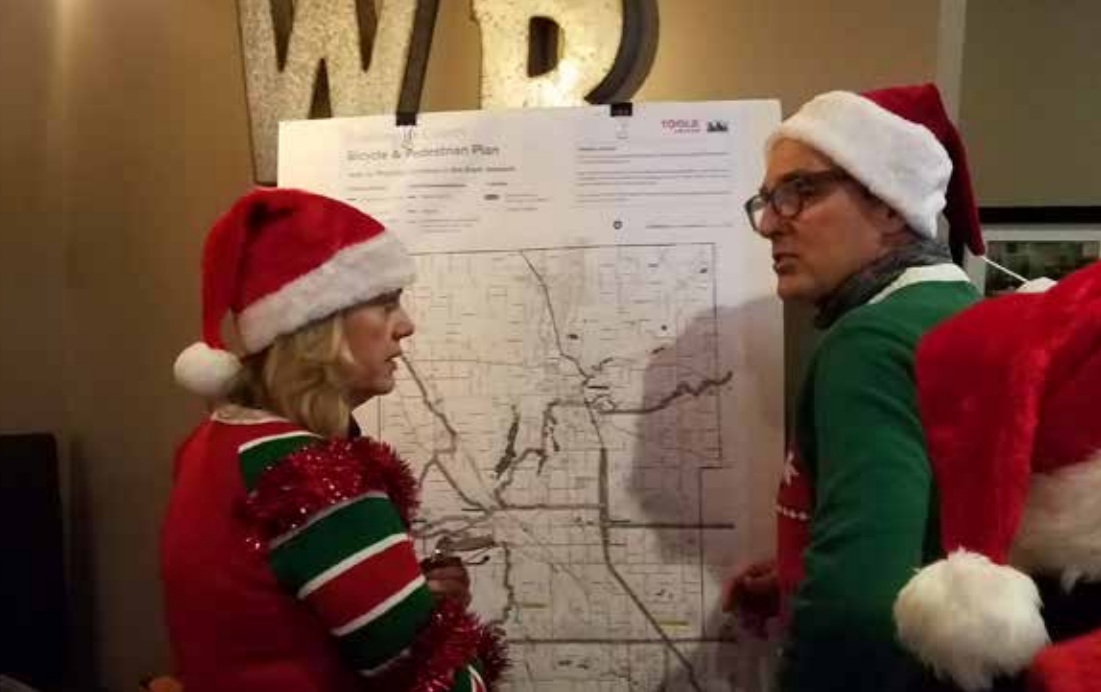
In January 2017, the Village of Waunakee and the Town of Westport adopted a Joint Bicycle, Pedestrian and Outdoor Recreation Plan in conjunction with a joint Comprehensive Plan. The shared plan, which extends a long-term collaborative relationship between the Town and Village, evaluated suitable biking routes, identifies on-street and off-street facilities (existing and proposed), and prioritizes segments for improvement.

The plan also documents and plans improvements for the combined community's many park spaces.

PROJECT REFERENCE

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**WASHINGTON COUNTY
BIKEWAY AND TRAILS
PLAN**
WASHINGTON COUNTY, WI

PROJECT REFERENCE

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Washington County asked Toole Design to develop a plan for family-friendly trails, off-street paths, and bikeways connecting communities throughout the County. The trails and bikeways plan needed to be both ambitious and fiscally responsible to reflect the values of residents in this suburban and rural area northwest of Milwaukee. Toole Design helped the County gather feedback from residents in several ways that were new to County planning staff. We prepared a “meeting in a box” with materials and maps that junior planners could take to various venues and events to gather feedback. We prepared two interactive online maps to gather information on existing conditions and get a sense of which trails should be built first. County staff also held extensive outreach via one-on-one meetings with private land foundations and conservancy groups to ensure buy-in for the final plan.

Toole Design worked hard to mitigate potential conflicts with the National Ice Age Trail during the project development. The Ice Age Trail is a hiking footpath that traverses Washington County’s kettle moraine geography. Many of the available public lands and open spaces that provide opportunities for paved trail connections are also used by the Ice Age Trail, but the Ice Age Trail Alliance members were concerned about bicyclists riding on the footpath. Our final plan contains many creative trail connections that provide “win-win” solutions for multiple parties including private land conservancies, the Ice Age Trail Alliance, and local villages and cities. The centerpiece of the plan is a network of high-priority “all ages and abilities” bikeway and trail corridors that will connect all of the incorporated cities and villages in the County and include many scenic vistas. We also provided detailed segment-by-segment implementation information and cost estimates for the 10 highest-priority projects to help the County start building out the network as quickly as possible.



BARABOO RIVER CORRIDOR PLAN - PHASES I & II

WEST BARABOO, CITY OF BARABOO, VILLAGE OF NORTH FREEDOM, SAUK COUNTY, WI

PROJECT REFERENCE

Dave Murphy

President of Friends of the Baraboo River, Inc

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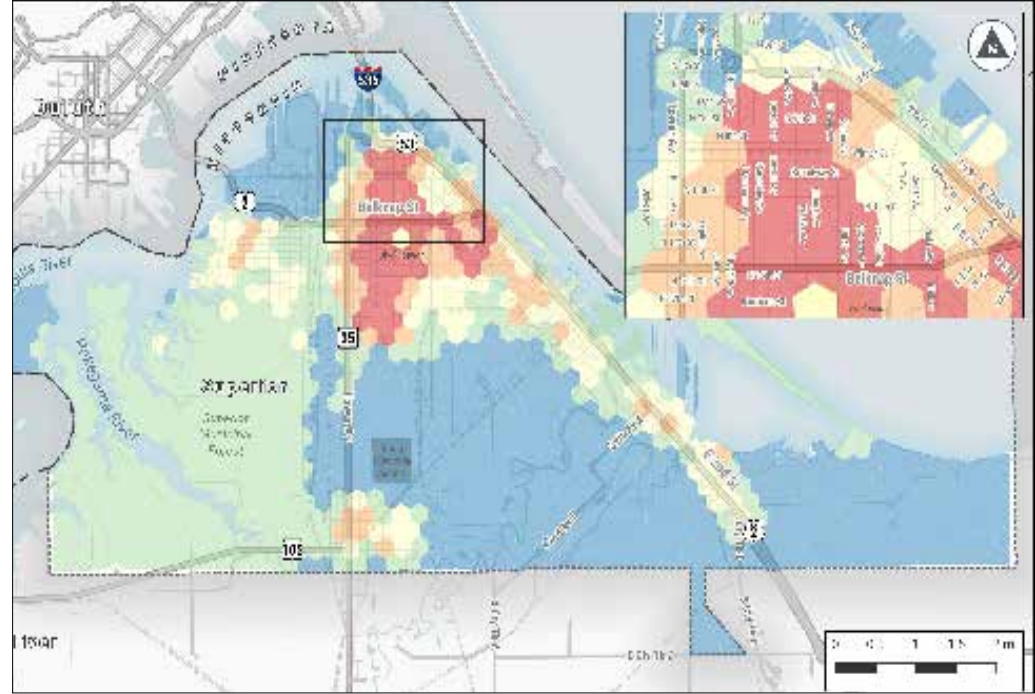
The City of Baraboo, Village of West Baraboo, Village of North Freedom, Sauk County and MSA worked together to prepare Phase I of the Baraboo River Corridor Plan. The study area begins at North Freedom Park and extends eastward to the Glenville access point near STH 113. Phase I was adopted by all four entities in 2016 and recommendations are being implemented. To date, \$1.176 million in funding has been secured for \$2.3 million of projects from the Phase I plan. Due to the successes and momentum of the Phase I effort and related projects, Phase II was completed during 2018 and 2019. Phase II includes seven communities and two counties stretching from the west corporate limit of the Village of North Freedom through the corporate boundaries of the Cities of Elroy and Hillsboro (west branch).

Both plans establish a unified vision for the future of the Corridor, and guide its continual development as a full water trail that is ADA accessible for locals, visitors and tourists. The

plans include conceptual site plans and recommendations for a range of improvements. Improvements focus on opportunities that will spur recreation, tourism and development to establish the region as the premiere water recreation destination in south-central Wisconsin.

Between the Phase I and Phase II planning efforts, a Baraboo River Market Study was completed. This project took initial steps to identify a brand for the corridor and developed a marketing strategy and metrics to track the establishment of the Baraboo River as a recreation tourism destination. Plan recommendations include preliminary logo concepts and taglines, recommendations for demographic and geographic target marketing audience, messaging priorities, and specific marketing methods to use to promote the corridor.





SUPERIOR ACTIVE TRANSPORTATION PLAN SUPERIOR, WI

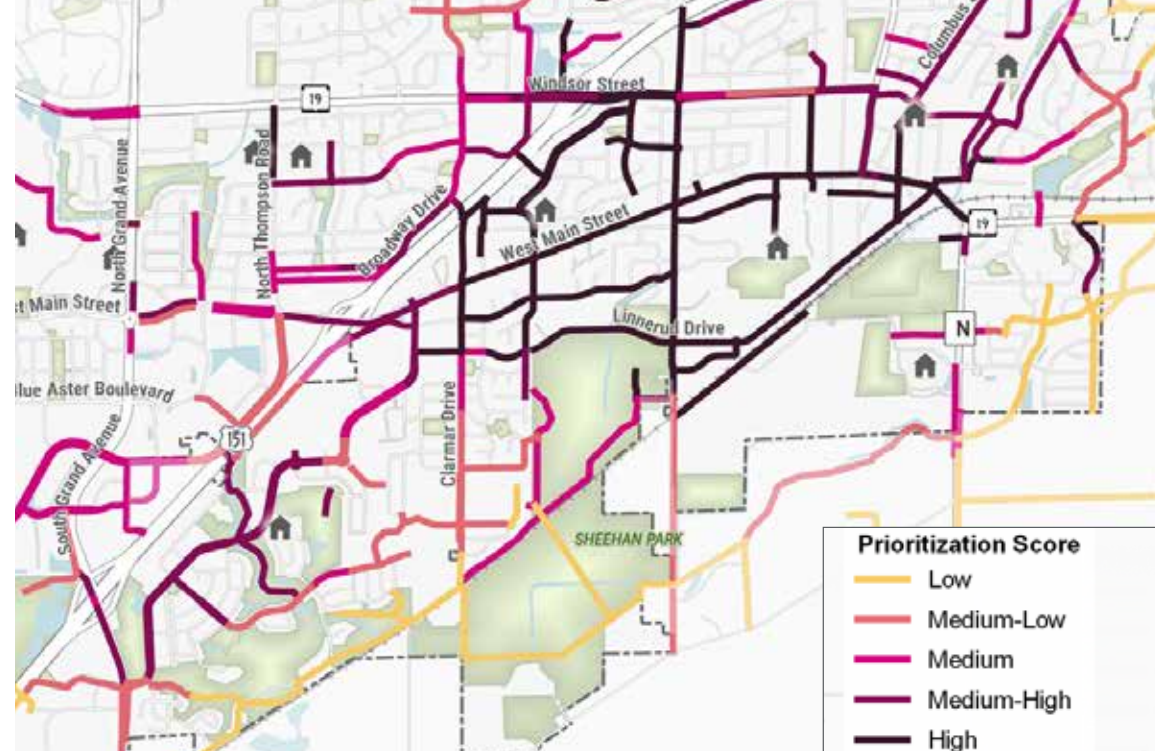
PROJECT REFERENCE

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The City of Superior has a long-standing commitment to providing active transportation opportunities and corridors to its communities. Over the last two decades, the City has planned and implemented multiple projects to expand active transportation infrastructure. This work has helped create a culture of active transportation in Superior. However, even with this commitment to improving active transportation, there has never been an overarching plan to guide and prioritize investments.

In 2020, Toole Design completed the City of Superior Active Transportation Plan (ATP), which provides comprehensive recommendations for improving bicycling and walking in Superior. The plan includes a detailed review of existing conditions for walking and bicycling, including a review of existing barriers, a crash analysis, a bicycling level of traffic stress analysis, and a review of areas likely to support higher levels of bicycling and walking. This existing conditions review was combined with input gathered at multiple public engagement events to form recommendations for expanding the bicycling and walking networks in Superior. Infrastructure recommendations focus on improving safety and connectivity and enhancing connections between existing facilities and key destinations. The ATP also includes program and policy recommendations focused on institutionalizing active transportation across multiple city agencies and encouraging more biking and walking in Superior.





SUN PRAIRIE IN MOTION ACTIVE TRANSPORTATION PLAN

SUN PRAIRIE, WI

PROJECT REFERENCE

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The City of Sun Prairie is a fast-growing suburb of Madison, Wisconsin that has done significant work in recent years to grow its network of recreational trails, side paths, and bikeways. The City needed a plan to guide investments in the sidewalk and bikeway networks, make it easier for children to walk and bike to school, and prioritize walking, biking, and transit over motor vehicles in street design.

Toole Design's approach to developing the active transportation plan involved focus groups with a diverse range of perspectives and "pop-up" public input at farmers markets and community events. We organized our draft infrastructure and programming recommendations for Sun Prairie around strategies and initiatives that can help Sun Prairie achieve Gold status in the Bicycle Friendly Communities program and Bronze status from the Walk Friendly Communities Program. The final plan lists prioritized investments that the City can feasibly implement in the next five years that will significantly improve equity, safety, and connectivity: the three main goals of the City plan.

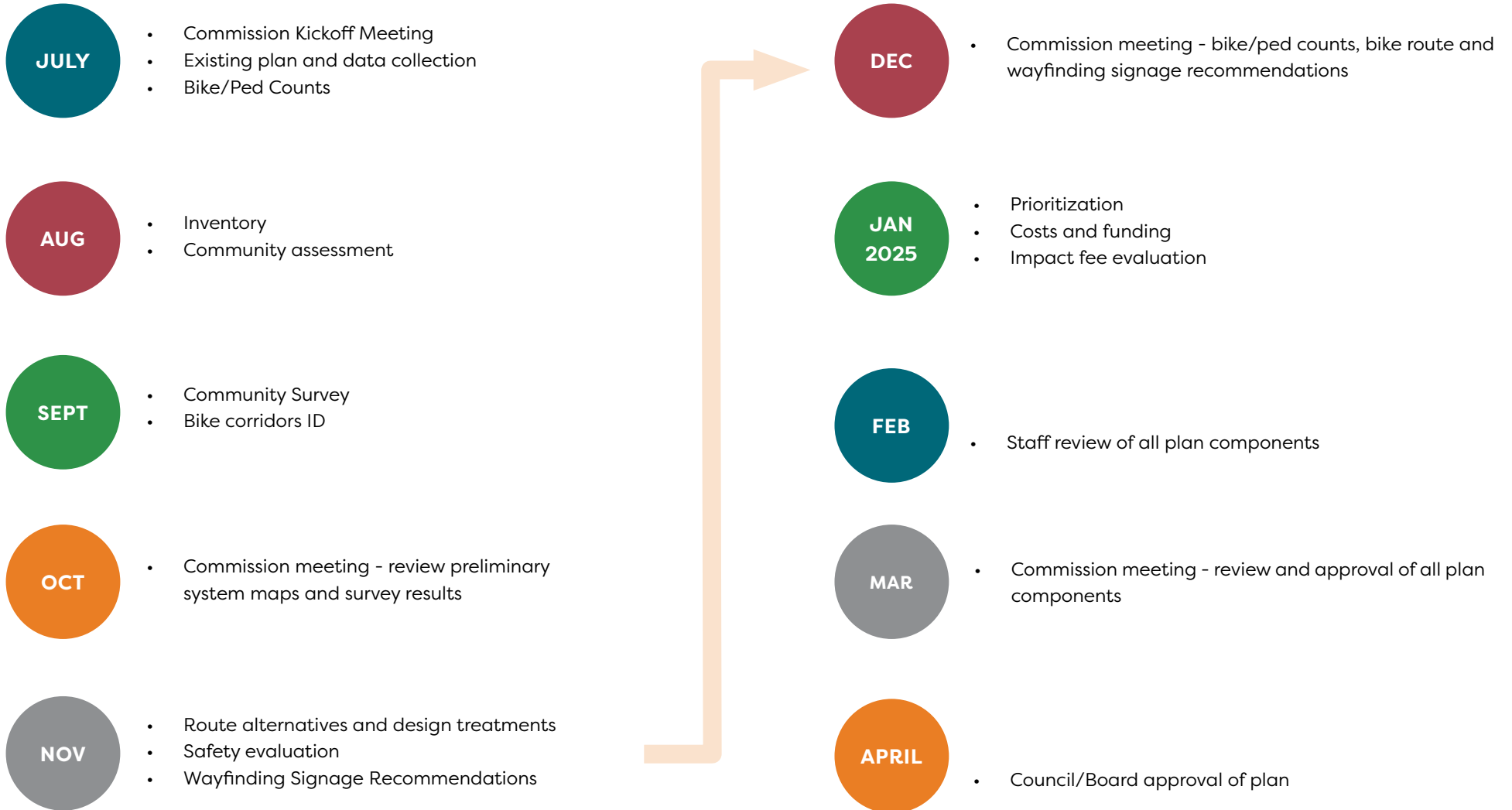




PROJECT SCHEDULE

PROJECT SCHEDULE

The following cost proposal is an estimate based on the plan scope and engagement plan as described. It includes a strong investment in community engagement. We look forward to a process of scope and cost refinement in collaboration with Commission staff if selected to work with the Commission on these projects.



IT'S MORE THAN A PROJECT. IT'S A COMMITMENT.
JOINT MEQUON-THIENSVILLE BIKE & PEDESTRIAN WAY COMMISSION MASTER PLAN
CITY OF MEQUON AND VILLAGE OF THIENSVILLE | APRIL 10, 2024



- in partnership with -

